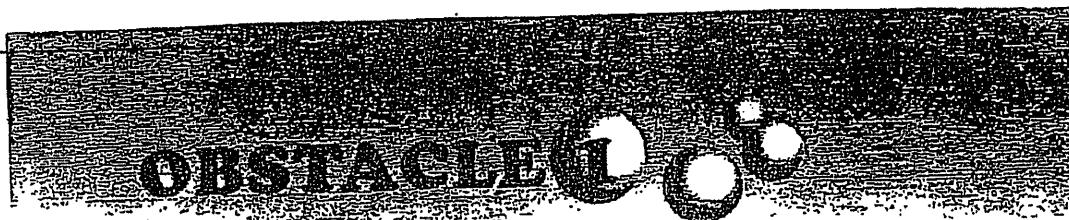




**VIOXX®**  
(rofecoxib)

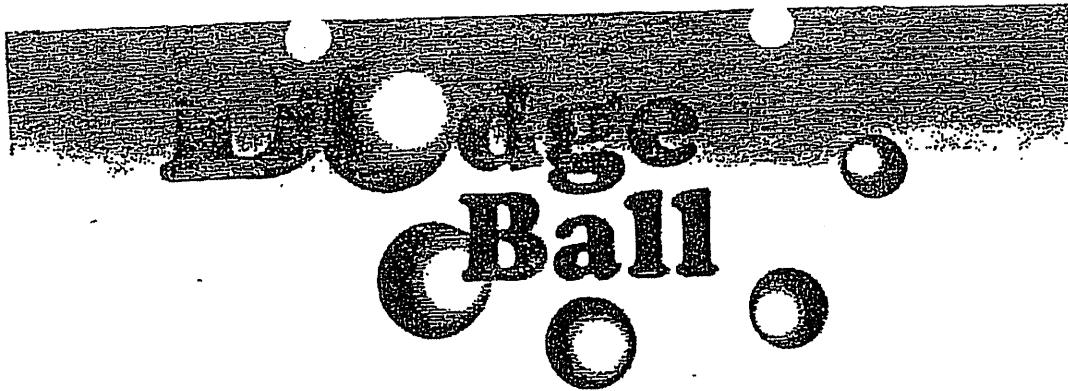


“I am concerned with the potential edema that occurs with Vioxx.”

Confidential—Disclosure to  
Unauthenticated Persons forbidden  
by Order of the United States District  
Court of Southern District of Illinois

LEH 0115297





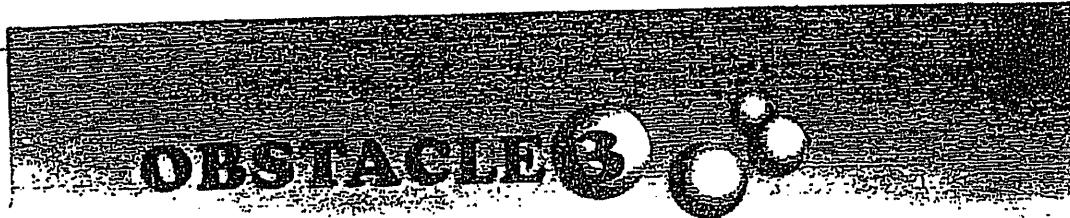
**VIXX®**  
**(rofecoxib)**

**OBSTACLE 2**

**"I am concerned with dose-related  
increases in hypertension  
with Vioxx."**



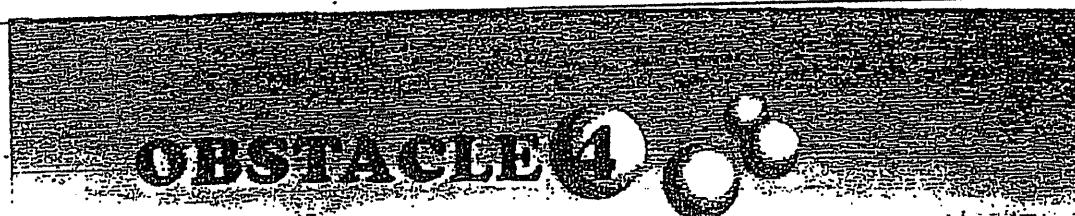
**VIOXX®**  
(rofecoxib)



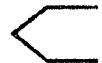
“Can Vioxx be used in patients  
using low dose aspirin?”

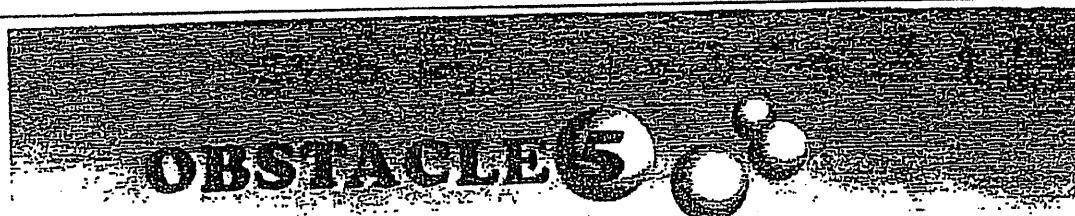
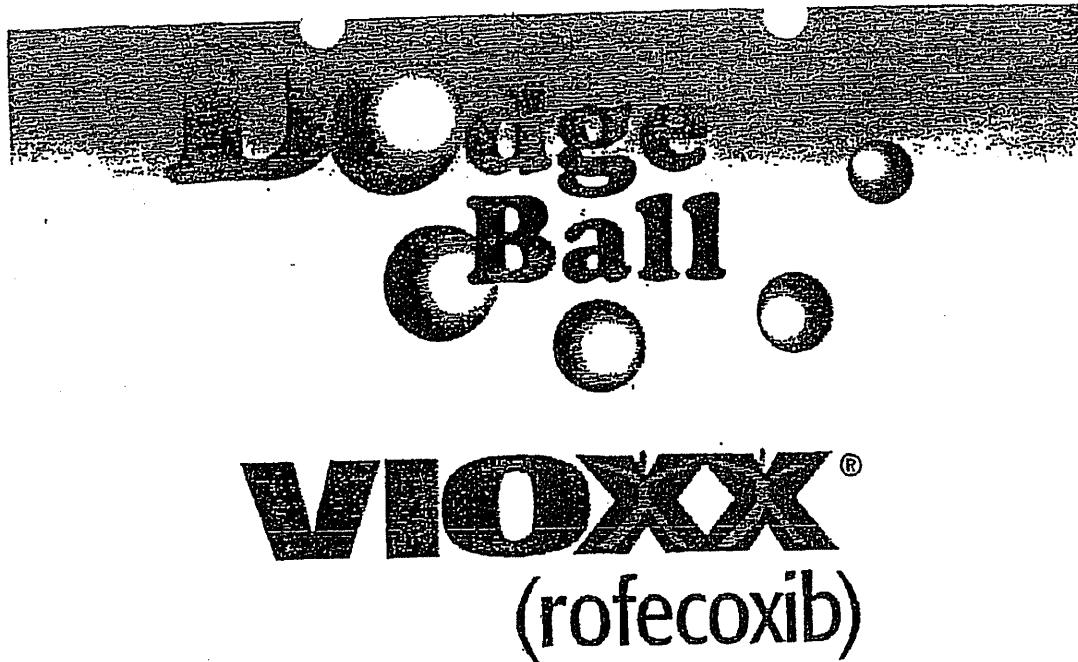


**VIOXX®**  
(rofecoxib)



“I am concerned about the  
cardiovascular effects of Vioxx?”

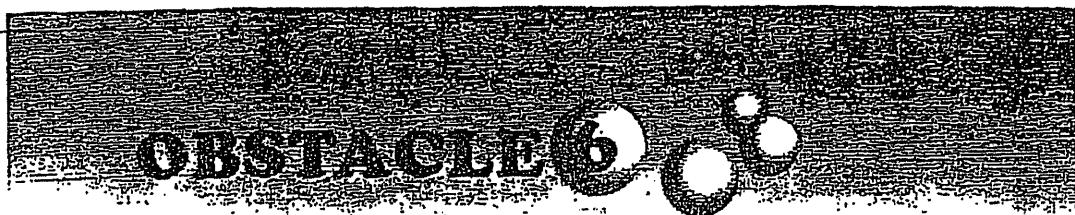




“The competition has been in my office telling me that the incidence of heart attacks is greater with Vioxx than Celebrex.”



# **VIOXX®** **(rofecoxib)**



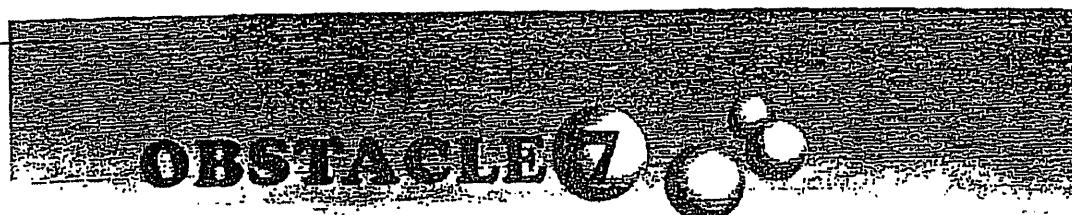
“There is no difference between Vioxx and Celebrex, why should I use Vioxx?”

- Confidential Disclosure to  
Unauthorized Persons forbidden  
by Order of the United States District  
Court of Southern District of Illinois

LEH 0115302



**VIOXX®**  
(rofecoxib)



“Vioxx cannot be used for longer  
than five days when treating  
patients for acute pain?”

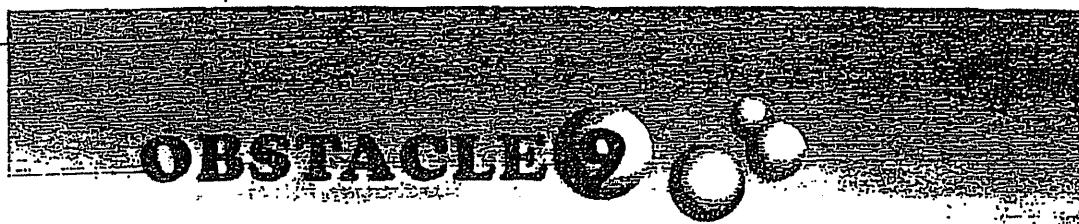
Ball

**VIOXX®**  
(rofecoxib)

"I use Celebrex. I'm concerned  
about the safety profile with Vioxx?"

Confidential—Disclosure to  
Unauthorized Persons forbidden  
by Order of the United States District  
Court of Southern District of Illinois

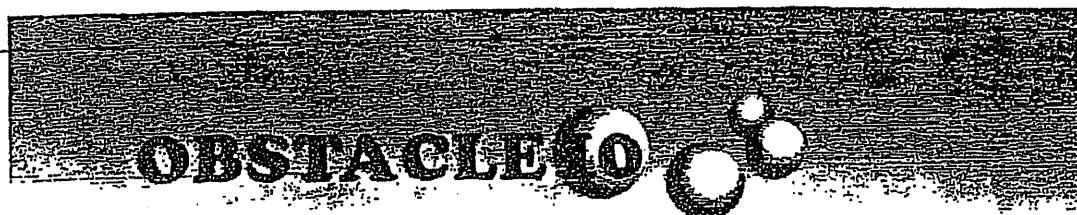
LEH 0115304



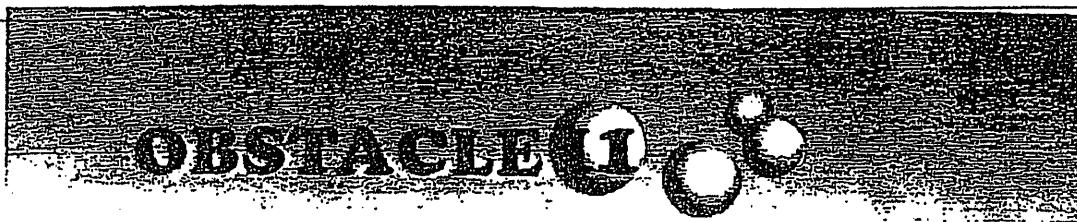
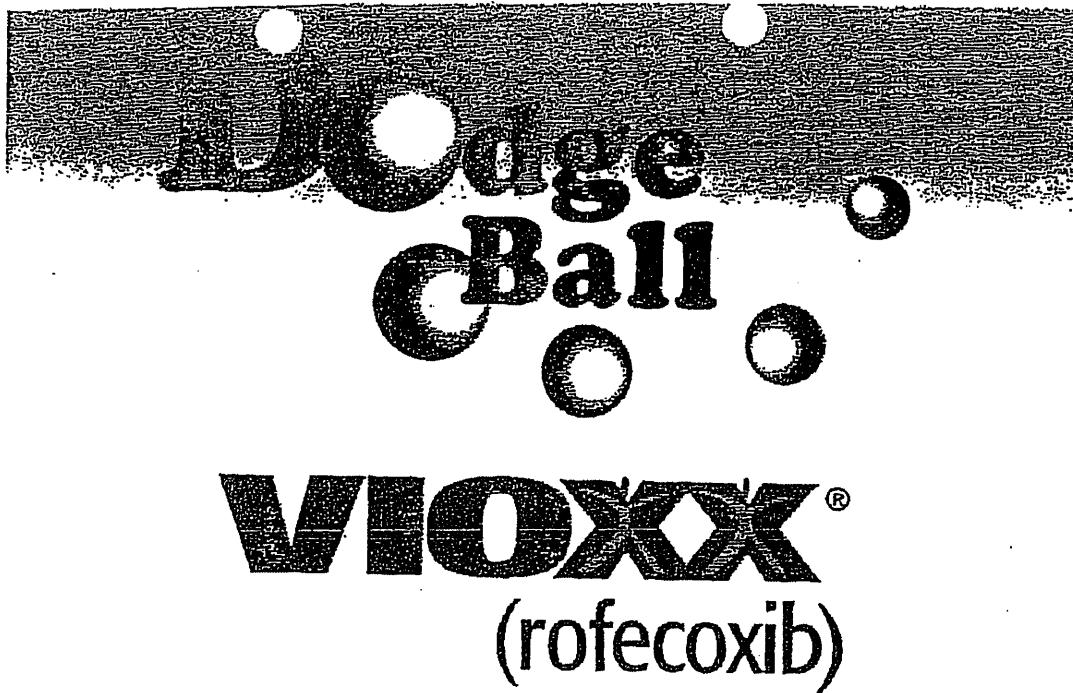
"I understand the new COXIB,  
Mobic, was just approved."



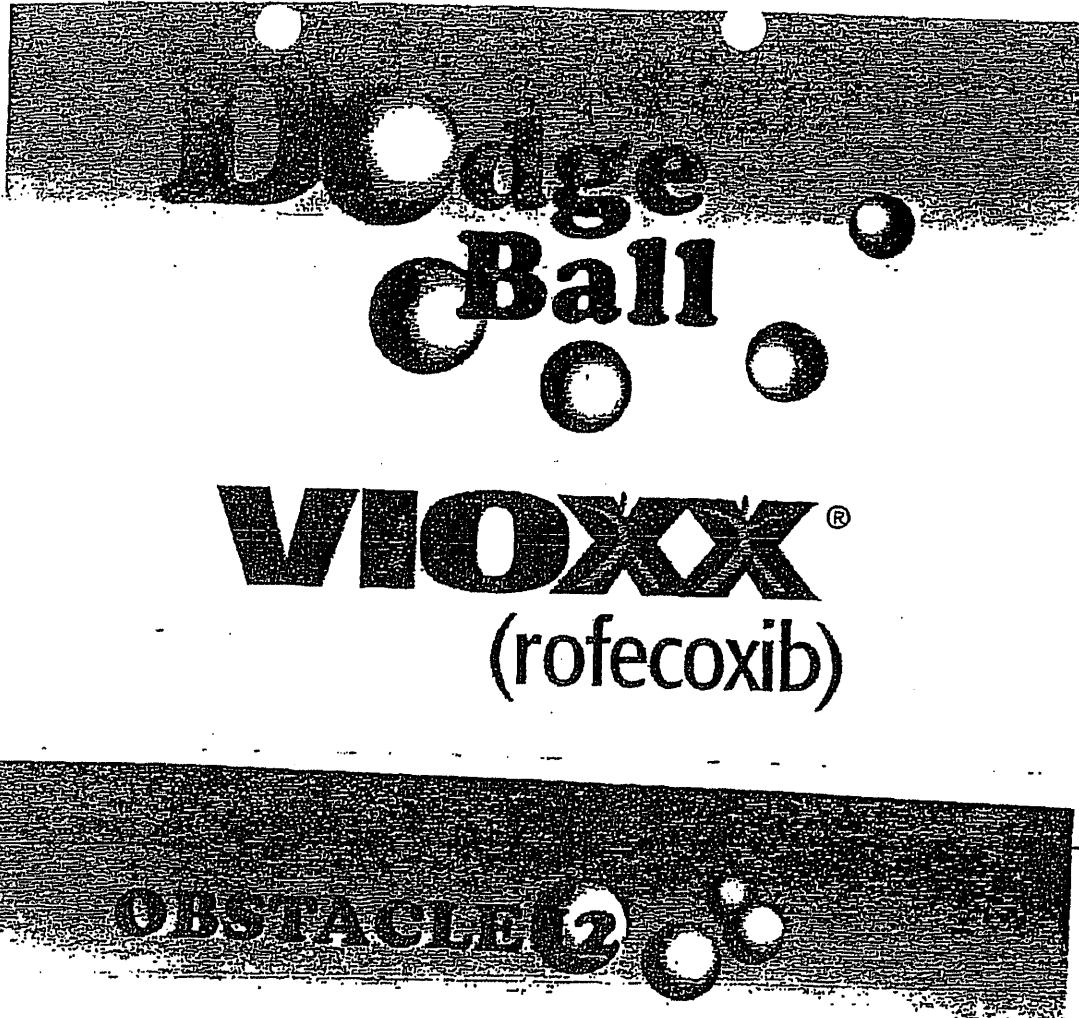
**VIOXX®**  
(rofecoxib)



"Searle/Pfizer just presented me with data which showed Celebrex 800 mg daily did not exhibit dose dependent increases in side effects compared to the OA and RA doses, and that Vioxx exhibited dose dependent increases in side effects with the 50 mg dose."



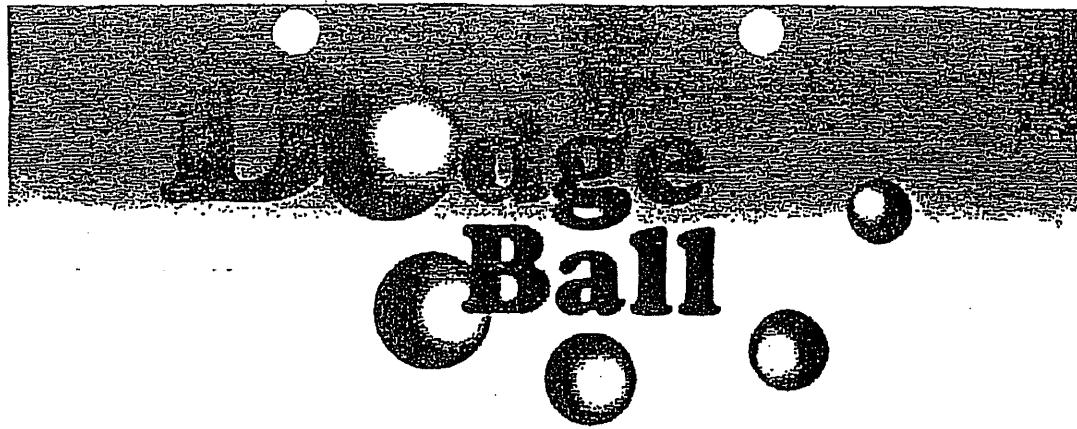
“The new narcotic data looks great,  
now I'll use Vioxx for all my acute  
pain patients.”



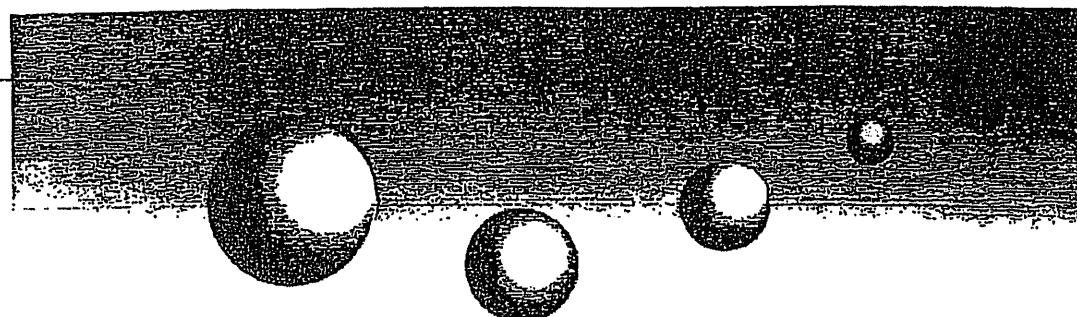
"I can't use Vioxx because the HMO's require the patients to be on generic NSAIDS first."

Confidential—Disclosure to  
Unauthorized Persons forbidden  
by Order of the United States District  
Court of Southern District of Illinois

LEH D115308



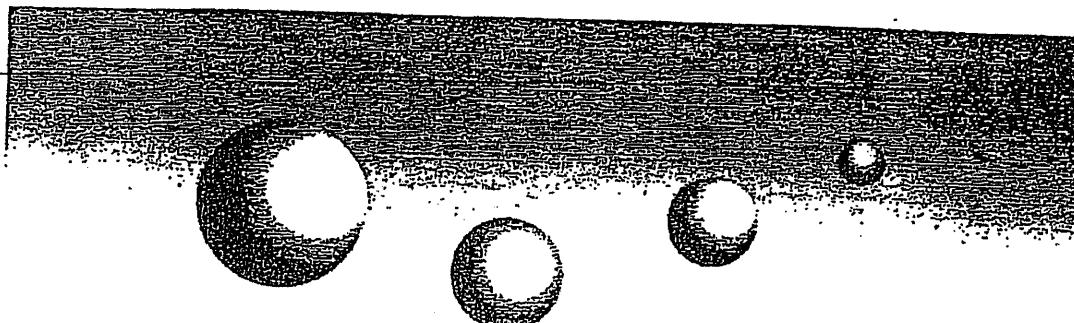
**VIQXX®**  
**(rofecoxib)**



**DODGE!**



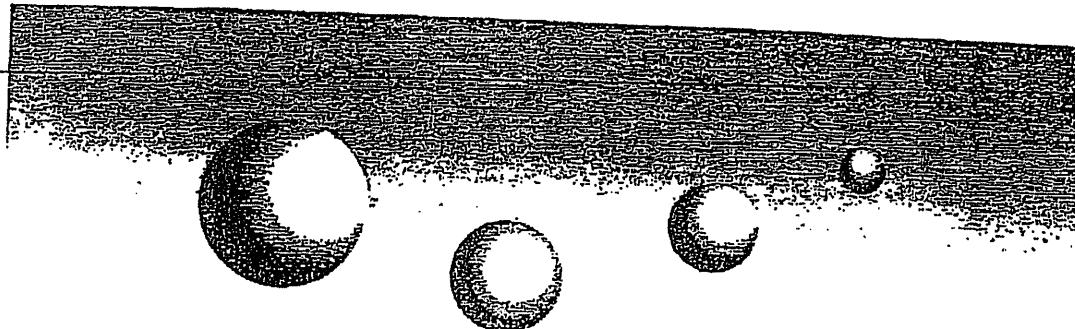
**VIROXX®**  
(rofecoxib)



**DODGE!**



**VIROXX®**  
**(rofecoxib)**



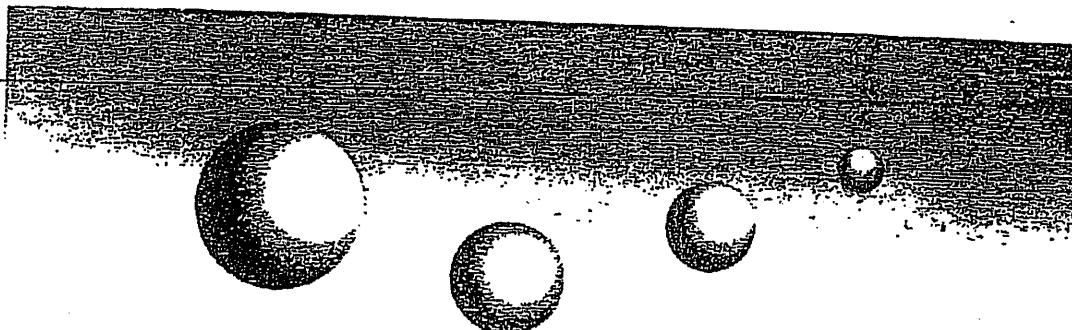
**DODGE!**

Confidential—Disclosure to  
Unauthorized Persons forbidden  
by Order of the United States District  
Court of Southern District of Illinois

LEH 0115311



**VIOXX®**  
(rofecoxib)



**DODGE!**

Confidential—Disclosure to  
Unauthorized Persons forbidden  
by Order of the United States District  
Court of Southern District of Illinois

LEH 0115310